

Message Text

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PAGE 01 QUITO 00498 212135Z

62

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 RSC-01 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /049 W

----- 114650

R 212015Z JAN 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 4125

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 0498

FOR ASST SECY ENDERS FROM CHARGE

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: GUAYAQUIL INTERNATIONAL TRADE FAIR

REF: A) STATE 282475; B) QUITO 0112; C) QUITO 0446;

D) STATE 12308

1. AS PART OF THE APPROVED COUNTRY COMMERCIAL PROGRAM (CCP) FOR ECUADOR, WE AND COMMERCE HAD AGREED TO SEEK AN OFFICIAL U.S. PAVILION AT THE IV GUAYAQUIL INTERNATIONAL FAIR, SEPT-OCT. 1975. IN MID-1974, A COMMERCE OFFICIAL VISITED GUAYAQUIL AND NEGOTIATED SUBSTANTIAL CONCESSIONS FROM THE FAIR MANAGEMENT FOR A 3,350 SQ METER OFFICIAL U.S. PAVILION, WHICH WOULD HOUSE 50 - 80 U.S. AND LOCAL-DISTRIBUTOR EXHIBITS. UNTIL LAST DECEMBER, EVERYTHING SEEMED TO BE ON TRACK.

2. WITH REFTEL A, WE WERE ADVISED THAT BUDGET CONSIDERATIONS WOULD FORCE CUB-BACK TO 750 SQ. METERS OF FLOOR SPACE. WE IMMEDIATELY ASKED COMMERCE TO RECONSIDER ON BASIS THAT GUAYAQUIL FAIR OFFERED US OUR BEST OPPORTUNITY WE KNEW TO SELL U.S. GOODS IN FY 76. IN MEANTIME, CONGEN RECEIVED EXPRESSIONS FROM 62 LOCAL U.S. DISTRIBUTORS INTERESTED IN EXHIBITING IN A COMMERCE-SPONSORED U.S. PAVILION. FINALLY, IN REFTEL D, COMMERCE HAS INFORMED US THAT POSSIBLY THERE WILL BE NO U.S. PAVILION UNLESS POSTS TAKE A QUOTE
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PAGE 02 QUITO 00498 212135Z

DO-IT-YOURSELF UNQUOTE APPROACH--AGAIN BECAUSE OF A BUDGET

CUT-BACK. CONSEQUENTLY OUR BEST AND THUS FAR ONLY SCHEDULED
TRADE EVENT FOR FY 76 HAS JUST BEEN SCUTTLED.

3. WITH DUE CONSIDERATIONS FOR BUDGET PROBLEMS FACED BY
COMMERCE, I CANNOT HELP BUT FEEL THAT INSUFFICIENT
ATTENTION IS BEING GIVEN TO THE FAST-GROWING, PETROLEUM-
INSPIRED IMPORT MARKET IN ECUADOR. THE U.S. HAS THE OPPOR-
TUNITY TO RETAIN ITS TRADITIONALLY HIGH SHARE OF THIS
BILLION DOLLAR MARKET ONLY THROUGH STRONG PUBLIC AND PRIVATE
EFFORT.

4. THIS IS THE FIRST TIME IN MEMORY THAT THIS POST HAS
ASKED FOR FUNDS FOR A TRADE EVENT, SO WE DO NOT FEEL WE
ARE ABUSING THE PRIVILEGE. OUR ENTIRE COMMERCIAL PROGRAM
IN CY 74 FUNCTIONED ON A "DO-IT-YOURSELF" BASIS. THE
FISHING EQUIPMENT CATALOG SHOW IN GUAYAQUIL IN FEBRUARY,
THE AGRICULTURAL PRODUCTIVITY TECHNICAL SALES SEMINAR IN
MARCH, AND THE CONSTRUCTION EQUIPMENT CATALOG SHOW IN
DECEMBER WERE INITIATED ENTIRELY BY MISSION PERSONNEL AND
PAID FOR ALMOST IN ENTIRETY FROM THE MISSION BUDGET.
IT MAY NOT EVEN BE POSSIBLE BE POSSIBLE FOR CONGEN AT
THIS DATE TO RENEGOTIATE A SMALL OFFICIAL U.S. PAVILION,
MUCH LESS TO MAINTAIN PRESENT AGENT/DISTRIBUTOR INTEREST
IN A COSTLY DO-IT-YOURSELF EXHIBITION.

5. ACTION REQUESTED: I HOPE THAT YOU CAN INTERCEDE IN THIS
CASE TO EMPHASIZE TO BOTH DEPARTMENTS THE VALUE OF THIS
FAIR AS AN EXPORT PROMOTION VEHICLE AND THE NEED FOR
COMMERCE TO RE-ORDER ITS PRIORITIES IN SUPPORT OF A
RESPECTABLE U.S. PAVILION AT THIS FAIR.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975QUITO00498
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750023-0399
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750133/aaaabdh.n.tel
Line Count: 92
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 282475, 75 QUITO 0112, 75 QUITO 0446
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 22 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 APR 2003 by BrownAM>; APPROVED <18 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GUAYAQUIL INTERNATIONAL TRADE FAIR
TAGS: BEXP, EC
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006